

### Abstract

Method, device (4) and system (1) for capturing and processing viewing data, which viewing data relate to the viewing behavior of users when viewing video data, data about lines of sight of a user relative to the viewed video data being determined by projecting video data directly on the retina (51) of the user and current eye positions of the user being thereby determined, which are transmitted via a telecommunications network (3) to a central unit (2) for further processing. The further processing consists in current eye positions being compared with predefined values, and predefined actions being triggered on the basis of the result of this comparison and/or said viewing data being stored in the central unit (2), and, for example later, being evaluated statistically.

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(sole figure)